

Tomahawk Staff Positions



Editor-in-Chief

- Manages the publication's content and quality; manages a staff of peers
- Together with the staff, creates a theme and a plan for using the theme
- Sits on the editorial board
- Designs or oversees the cover design and any theme-related spreads (opening, closing and dividers)
- Plans, designs, and creates the opening and closing spreads
- Conducts daily staff meetings to review deadlines, as well as upcoming photo and copy coverage
- Compiles the ladder diagram
- Approves any changes to the ladder as coverage develops
- Checks and prepares all spreads for submission to Herff Jones
- Establishes all deadlines, including mini-deadlines

Managing Editor

- Manages the publication's content and quality; manages a staff of peers
- Helps the editor finalize a theme and a plan for using the theme throughout the book
- Sits on the editorial board
- Assists the in designing the cover and theme-related spreads (opening, closing and dividers)
- Acts as editor in case of absence
- Assists the editor in the plan, design, and creation the opening and closing spreads
- Helps the editor review deadlines, upcoming photo and copy coverage in weekly staff meetings
- Assists in developing ladder diagram
- Checks and prepares all spreads for submission to Herff Jones

Photo Editor

- Assigns photographers to cover all events and stories
- Selects photos for each spread, with assistance from section editors
- Edits photo positioning before submission (placement, size, focus, crop, etc.)
- Ensures no photo runs twice
- Helps editors review photo coverage and deadlines in daily staff meetings
- Ensures the only posed photographs in the yearbook are portraits and club pictures

Copy Editor

- Reads and edits all stories according to AP Stylebook rules in a timely fashion
- Confers with staff members on stories that need rewriting or clarification
- Compares copy on all pages to prevent repetitiveness
- Suggests coverage ideas to designers and photographers
- Edits captions to reflect that which is pictured
- Responsible for correct spelling of names in the yearbook
- Checks the tone and the accuracy of all headlines

Academics and Clubs Editor

- Arranges all club photos that will be included in the yearbook
- Identifies names on all group shots; ensures that they are entered and edited
- Helps determine coverage plan to guarantee all active clubs/organizations are featured
- Assigns staff coverage to manage student body during picture days
- Assigns interviews to staff for Academics copy and captions

Student Life Editor

- Determine, early on, all events that will be included in student life section
- Identifies names on all shots; ensures that they are entered and edited
- Helps determine coverage plan designed to guarantee all important events are featured
- Assigns interviews to staff for Student Life copy and captions
- Helps editors review copy coverage and deadlines in daily staff meetings
- Compile information necessary for accurate depiction of year's events

Sports Editor

- Records scores for all games and sports
- Collects game/team statistics
- Encourages and maintains positive working relationships with coaches, assistants and the athletic director
- Organizes sports group photos and identifies all team participants
- Assigns interviews to staff for Sports copy and captions

Business Manager

- Handles all business transactions, including yearbook sales, advertising sales and bill payment
- Schedules coverage for sales events
- Assists the advertising liaison with organizing sales campaign
- Organizes and advertises the book's sales campaign (handouts, posters, flyers, distribution, posting)
- Sits on the editorial board and participates in all decisions related to yearbook costs
- Organizes any fund-raising campaigns to finance the yearbook or enable student travel to state or national journalism conventions

Advertising Liaison

- Coordinates with Advanced Marketing branch for sales and production of advertisements
- Communicates between the Tomahawk manager and Ms. Blevins regarding ad status
- Requirements: comfortable working with students and teachers, responsible, deadline-oriented

Photographer

- Carries camera with him/her at all times while at school
- Shoots all assignments or makes arrangements for assignments to be covered
- Collects caption information for photos
- Deletes poor pictures from digital card; uploads remaining images to the appropriate folder
- Confirms accuracy of all captions and checks the spelling of all names against the school directory.

General Staff

- Works with section editor on specific spreads
- Ensures the proper template is used and any adjustments to the template are approved by editor
- If there is a story on the spread, discusses ways to complete coverage with section/copy editors
- Interviews, secures quotes and establishes background for the story or photo caption
- Notes number of photos needed and how many are vertical or horizontal
- Is responsible for taking his/her own photos
- Writes complete captions and secures a quote to go with the caption